

**THE CONDOM SOCIAL MARKETING COMPONENT
OF THE
HIV/AIDS PREVENTION PROJECT (HAPP)**

**FINAL REPORT
July 2000**

**THE FUTURES GROUP INTERNATIONAL
JAKARTA, INDONESIA**

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I. PROJECT CONTEXT

Indonesia is the fourth most populous nation the world, with an estimated population of 217 million. It is an archipelago of more than 13,000 islands stretching over 3,200 miles. Sixty percent of the population resides on the island of Java, one of the most densely populated islands on earth.

Indonesia first reported an individual with Acquired Immune Deficiency Syndrome (AIDS) in 1987. As of April 1999, there were 1,235 people infected with HIV/AIDS, out of whom 304 people have AIDS. Most people with HIV are discovered through limited blood testing of groups engaging in high-risk behaviors, screening of donated blood, voluntary confidential testing, testing for overseas work visas, or as a result of testing symptomatic patients in hospitals. UNAIDS estimates that “real” HIV prevalence among adults is about 0.05% in Indonesia. It estimates that there are about 52,000 people living with HIV or AIDS and that since the beginning of the epidemic 3,900 people have died from AIDS.

Several catalysts have contributed to the spread of HIV in Indonesia. An extensive commercial sex industry reaches rural as well as urban areas in virtually every part of the nation, and there is high mobility of sex workers throughout the archipelago. In addition, sex workers cater to large numbers of mobile men, including men in land and sea transportation sectors and migrant laborers in construction, mining and lumber industries. A high prevalence of sexually transmitted diseases (STDs) is reported in certain populations and increases are reported from surveillance in many provinces. Intravenous drug users represent another high-risk group that is rapidly growing in significance. Intravenous drug use is reportedly increasing in Indonesia and the common practice of needle sharing is a highly efficient means for transmission of HIV.

The purpose of the HIV/AIDS Prevention Project (HAPP) was to launch an effort to reduce the rate of HIV/AIDS transmission order to promote the general health and economic well being of the people of Indonesia. The project’s purpose was to facilitate the development and initial implementation of policies supportive of HIV/AIDS control based upon the documented effectiveness of interventions that reduce HIV transmission in three demonstration areas.

HAPP interventions and activities primarily focused on assisting the GOI to prevent the heterosexual transmission of HIV/AIDS and other STDs, the predominate mode of transmission in Indonesia. This was accomplished through the implementation of interventions targeted primarily at those whose behavior places them at higher risk of HIV/AIDS infection.

Project interventions included a two-pronged strategic approach; implementation of national level activities targeted towards the general population and implementation of interventions targeted towards persons at higher risk in three “demonstration areas.” These interventions were expected to become replicable models for other areas of Indonesia.

HAPP was an integrated project composed of four primary technical components. These technical components included:

1. Information, Education and Communication (IEC) for Behavior Change
2. Policy Support and Dissemination
3. Improved Management and Control of HIV and other STDs
4. Expanded Access to and Promotion of “Preventive Devices” (Condoms)

HAPP, with technical support from **The Futures Group International (FUTURES)**, supported the National AIDS Strategy by expanding access to and promotion of condoms to those whose behaviors place them at risk of HIV/AIDS and STDs.

The purpose of the “Expanded Access to and Promotion of ‘Preventive Devices’ (Condoms)” component was to prevent the transmission of HIV/AIDS and STDs through collaboration with the private sector. Correct and consistent use of latex condoms offers the best means for preventing sexual transmission of HIV/AIDS for those who have multiple sexual partners, such as male and female sex workers and their clients.

Indonesia is fortunate to have a commercial condom market, which has the capacity to meet current and future consumer demand. Local manufacturing capacity is nearly 1.1 million gross per year (over 150 million condoms). HAPP/FUTURES leveraged this private sector capacity and used a social marketing approach to increase condom demand for HIV/AIDS and STD prevention and to improve access to high quality affordable condoms. This social marketing approach allowed the project to take advantage of the relatively sophisticated commercial condom industry in Indonesia. The approach was driven by the reality that promoting the commercial condom market would lead to a more sustainable prevention effort and reduce the burden on the public sector and donors.

The condom market in Indonesia, like most consumer product markets in the country, went through a difficult period during the height of the recent economic crisis. The commercial condom market declined in 1998 and only recently has surpassed sales levels attained in pre-crisis 1997. The 1997 estimate of the total condom market in Indonesia was 357,000 gross (over 51 million pieces) consisting of 257,000 gross (37 million pieces) of commercial brands and 100,000 gross of free supplies distributed by the government. The current estimate of the total market size is about 45 million pieces, consisting of 41 million pieces of commercial brands and 4 million pieces of government-distributed supplies. Clearly, the “market decline” over the past two years is due to reduced government condom procurements. It must be remembered however that government procurement levels provide no real indication of use. Indeed, many government supplies have never been distributed—the condoms remain in government stores.

The size of the Indonesian condom market is still relatively small due to a number of factors. The image of condoms is controversial and associated with illicit sexual activity. Although in the 1980’s a social marketing condom brand “Dua Lima” was successfully positioned as the family planning brand, research (IDHS) shows that less than 1% of family planning acceptors use condoms. The primary use of condoms is indeed for STD prevention in the commercial sex industry. Condom promotion is still associated with promotion of illicit sex and, consequently,

there remains opposition to broader promotion. For instance, condom television advertising is not allowed before 9:30 p.m.

According to the latest AC Nielsen retail audit, the main distribution channel for condoms is pharmacies (52%), followed by drug stores (27%), and supermarkets/mini-markets (19%), which are the fastest growing channel. Other outlets are negligible on a national scale although there has been considerable success in achieving penetration in ‘cigarette kiosks’ in red light areas, particularly in Jakarta and Surabaya.

According to AC Nielsen’s retail audit that covers 12 major cities, the condom market is concentrated in “Jabotabek” or greater Jakarta (50%), like most other consumer markets. The remaining cities in Java account for 33%, Sumatra 10%, and other islands 7%.

While the condom market is growing, the primary beneficiary has been the subsidized brand, Sutra. According to the AC Nielsen retail audit, Sutra has taken considerable market share at the expense of existing commercial brands (see chart below):

Brands	DJ 98	JJ 98	DJ 98	JJ 99	DJ 00	AM 00
Artika	-	1.2	1.8	3	2.6	3.4
Durex	12	15.5	16.9	16	18.5	18
Simplex	17.2	13.3	10.3	9.9	8.5	9.4
Sutra	18.3	34	45	52.7	54.7	53.3
Dua Lima	20	15	12	9.6	8.9	8.9
Young-Young	24.4	14	9.4	6.7	4.6	4.9
Kingtex	1.9	2.4	1.5	1.2	1.2	1.3
Others	6.2	4.6	3.1	0.9	1.0	0.8

As seen above, Sutra, the least expensive brand has successfully penetrated the market by taking market share primarily from its middle to low-end competitors, Simplex and Dua Lima. (Sutra has also inhibited the ability of new entry Artika, the lowest priced commercial brand apart from Sutra, to grow at a faster rate.) Ostensibly, Sutra is serving a low-end consumer market that cannot afford higher-priced commercial condom brands. Sutra’s rapid market share growth however preceded *krismon* (monetary crisis); hence, it appears high to middle income consumers (who have an ability to pay) simply switched to a cheaper brand. This trend continues; even DKT’s most recent survey (May 1999) shows that nearly 50 percent of its consumer market is in the high socioeconomic segment.

Prices vary from retail outlet to retail outlet, and interestingly the retail outlet that is supposed to be favored by lower income consumers, the “warung/kiosk”, charges higher prices for the less expensive brands than other retailers are. One of Sutra’s strengths is that it has successfully penetrated the warung/kiosk segment (other commercial brands have had similar success). Market checks have confirmed however that Sutra sells from Rp. 1,000 to 3,000 per piece in

warung/kiosks and commercial sex establishments in “red light” areas. Hence the subsidy that Sutra receives is rapaciously absorbed by the trade and does not benefit the consumer. Sutra’s low price is more controlled in pharmacies; however, it is fair to assume that pharmacies tend to cater to more “up-market” consumers. Hence, in the case of pharmacies, DKT/Sutra is subsidizing a consumer market that has an ability to pay and is merely switching to a lower priced *value* brand that is positioned as a premium product. As noted above, this fact is confirmed by DKT’s own research.

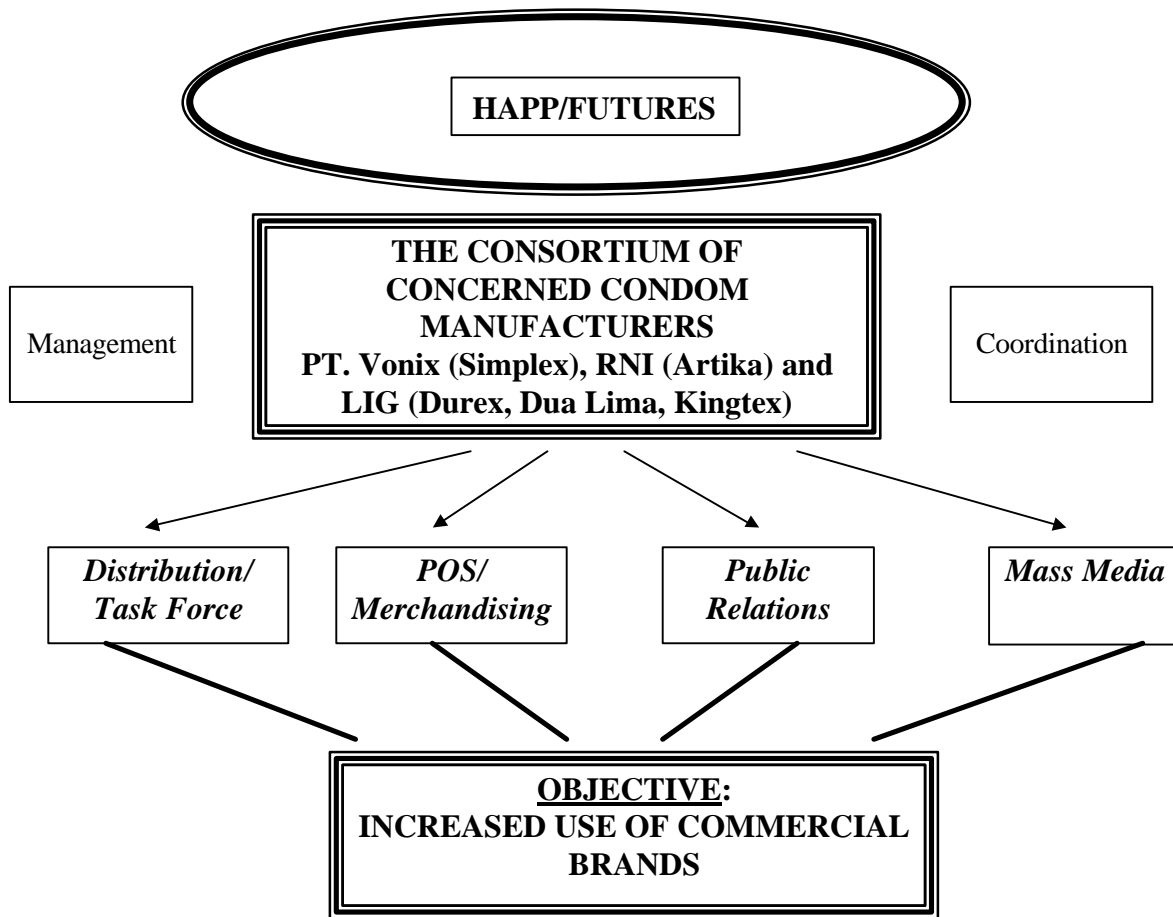
The net outcome of the Sutra intervention is that lower and middle-range commercial brands, particularly local brands, may disappear altogether, leaving much of the consumer market largely dependent on government-sponsored commodities. **(See Appendix A for the report, “Effects of Prices on Condom Demand,” for more information.)** FUTURES’ program therefore was an effort to encourage commercial market development and avoid over-reliance on subsidized commodities (short and long term) by developing the market as a whole, focusing on clients and improving the commercial selling environment.

II. PROGRAM REPORT

The Futures Group International collaborated with the Consortium of Concerned Condom Manufacturers (CCCM), which FUTURES helped create, in the implementation of the HAPP condom social marketing program. As indicated earlier, the commercial sector is equipped to supply the country’s needs for condoms, as commercial capacity is beyond current market volume. Three local and multinational manufacturers, PT. Vonix Latexindo, Rajawali Nusindo (RNI) and London International Group (LIG), participated in the Consortium in the implementation of a coherent integrated condom marketing strategy focused on the prevention of STDs and HIV/AIDS. The strategy was centered on promoting market growth, rather than simply developing market share for a particular condom brand.

The commercial condom market in Indonesia has proven its sustainability over the years. Since it relies on consumer demand and responds to consumer input, the commercial market represents a cost-effective alternative to the traditional public health approach, which focuses on increasing public sector investment to both create (increase) and meet demand. The commercial market is limited, however, in its willingness and ability to grow the overall market. FUTURES’ program therefore invested in promotional activities designed to grow the market. It also included a sustainability component, whereby the commercial marketers shared the cost of market growth strategies. The Consortium manufacturers strongly supported this strategy.

**HAPP CONDOM SOCIAL MARKETING PROGRAM
MANAGEMENT STRUCTURE**



A. Program Objectives

FUTURES' condom social marketing program objectives were as follows:

- To increase condom use among CSWs and their clients.
- To increase access to condoms through a variety of traditional and non-traditional outlets in HAPP demonstration areas.
- To increase sales of commercial condoms and increase the total commercial condom market.
- To increase commercial sector investment in condom promotion.
- To create a favorable social context for behavior change and new government policies and laws that will lead to significantly increased condom use in high-risk situations.

B. Target Market

The following were identified as the key target groups for the HAPP CSM program:

- Commercial sex workers, including those working in brothels, off-site free-lancers, streetwalkers, and transvestites.
- Clients of CSW's, including men in brothel areas, factory workers, sailors, truck drivers, youth at risk.
- Gatekeepers of the commercial sex industry which include owners, managers, staff, *mama-sans* and pimps in *lokalisasi* as well "disguised" brothels (bars, hotels, massage parlors, discos and other entertainment establishments).

C. Products and Pricing

The inclusion of three commercial condom manufacturers in the HAPP condom social marketing program ensured a "cafeteria approach" to product selection, where consumers have a choice of a range of condom products at varying price levels. This approach in principle would also ensure meaningful market segmentation, although the highly price-subsidized Sutra intervention has caused considerable distortion. It is important to note that LIG's Durex and Kingtex ranges and PT. Vonix's Simplex range include a variety of condom products (e.g., "extra safe" with spermicide, contoured, studs and ribs, flavors, etc.) to suit consumer preferences and tastes. RNI will also soon launch a new premium Artika condom product. The following outlines the product offerings of the Consortium at high, middle and low price ranges.

<i>Manufacturer/Brand</i>	<i>Price Range</i>	<i>Price of 3-Count Pack</i>
LIG/Durex	High Middle to Premium (High)	Rp. 4,500 to 6,500
PT. Vonix/Simplex	Middle to High Middle	Rp. 2,920 to Rp. 3,750
LIG/Kingtex	Middle to High Middle	Rp. 4,000 to 6,000
LIG/Dua Lima	Middle	Rp. 3,500
RNI/Artika	Low	Rp 1,400

D. Marketing Strategies and Activities

FUTURES and the Consortium implemented an integrated marketing program that included the following activities.

“Media Tunnel”

FUTURES, in collaboration with its commercial and NGO partners and a dedicated task force (see below), constructed a “media tunnel” around the clients at the locations they seek CSWs in Jakarta, Surabaya and Manado/Bitung. The purpose of the “media tunnel” was to bombard clients and the commercial sex trade with messages that increased perception of STI/HIV risk and popularized the benefits of condoms as a protective device. FUTURES and its partners constructed the “media tunnel” by blanketing entire red light areas with a variety of promotional and IEC materials including posters, stickers, hanging mobiles, banners and brochures. These materials were affixed and placed in bars, *wisma*, massage parlors and retail outlets, including cigarette kiosks (examples are depicted in photos attached in **Appendix E**).

Kondomania Promotion

In addition, FUTURES and its commercial partners and NGO partners implemented promotions and enter-educate events in red light areas, which were intended to capture clients, as well as CSWs and sex trade intermediaries. The largest such effort was the multifaceted “Kondomania” promotion conducted from August to October 1999 that was designed to achieve the following:

- Increase condom use in the commercial sex industry,
- Increase condom sales volume,
- Expand condom distribution in kiosks, brothels and massage parlors; and
- Increase awareness on where condoms are available.

The promotion was implemented in ten different red light sites in Jakarta, Surabaya and Manado/Bitung. Promotion activities included:

- Launch and reinforcing promotional events for the commercial sex trade and retail trade

- Condom use competition for commercial sex workers and their managers (*Mami Menang, Anak Senang*)
- Writing competition for sex workers (*Stori Hoki*)
- Consumer quiz and lucky draw for clients of sex workers (*Kondomania*)
- Condom sales competition for kiosk owners (*Jago Jualan*)
- Condom display competition for *Toko Obat* (*Hias Rias*)

<i>Number of participants and entries</i>						
<i>Activity</i>	<i>Units</i>	<i>JKT</i>	<i>SBY</i>	<i>MDO</i>	<i>Others</i>	<i>Total</i>
Mami Menang Anak Senang	wisma	40	30	33	-	104
	pieces					5,654
Stori Hoki	entries	40	46	9		95
Kondomania Quiz and Lucky Draw	entries	1193	4,163	242	77	5,675
Jago Jualan	kiosks	88	72	49	-	209
Hias Rias	shops	3	2	4	-	9

As part of the Kondomania promotion, a series of launch and reinforcing promotional events were conducted for the target audience (mainly commercial sex workers or CSWs) in the demonstration sites in collaboration with local NGOs. The events were organized to include entertainment, award presentations and condom education and attracted large numbers of participants ranging from 50 to 1,000 persons. A sample of the events is listed below:

<i>Event</i>	<i># of Participants</i>
Musical show at Wisma Bara Bintang in Dolly, Surabaya	250
Musical show at Regent Disco in Bitung	60
Musical show at HG Disco in Manado	250
Dangdut Night in Cilincing, North Jakarta	1,000

The KondoMania promotion evidently had a demonstrable impact on condom sales and condom use. The quantitative objective was to increase Consortium condom brand sales by 10 to 15% in the three demonstration areas. The following table shows that Consortium brand sales increased by over 30% during the three-month promotion period over the previous three-month period. Thus, the top-end sales objective was achieved by more than double.

<i>Consortium Condom Sales (in gross)</i>		
<i>May--July</i>	<i>Aug--Oct</i>	<i>% increase</i>
<i>11,351</i>	<i>14,937</i>	<i>32%</i>

Moreover, FUTURES maintains that KondoMania and other CSM executions made a significant contribution toward increasing condom use in the demonstration areas, as indicated in the 1999 BSS.

Enter-Educate Events

The success of the Kondomania special event program motivated FUTURES and its partners to continue and expand “enter-educate” events in red light communities in collaboration with NGO partners. These events combined entertainment such as street dramas, street music, dance competitions, radio talk shows conducted “live” in bars or discos, *dangdut* shows, kite festivals, car rallies and karoake with education on STDs/HIV/AIDS and condom use. In addition, there were university seminars involving students, and condom factory visits by commercial sex workers, NGOs and the media.

FUTURES and its partners implemented 127 “enter-educate” and other sponsored events and activities in Jakarta, Surabaya and Manado/Bitung during the project period. A complete list of these events is attached as **Appendix C**.

Public Relations

FUTURES’ public relations partner, IPM, performed media relations and media monitoring activities, and managed an HIV/AIDS media awards program that recognized journalists who wrote outstanding articles on condoms and HIV/AIDS-related issues. IPM’s media relations resulted in substantial press coverage on condoms and HIV/AIDS, which has increased public awareness. In 1999, media relations generated an output of 40 articles on HIV/AIDS and 9 articles mentioning condoms per week among 70 media publications in Indonesia. In 2000, there has been a weekly average of 25 articles on HIV/AIDS and 4 articles mentioning condoms. FUTURES believes that media attention to condoms and HIV/AIDS and advocacy activities will help influence policymakers and influentials to strongly back HIV/AIDS prevention efforts, including the promotion of condom use.

The Media Value Index of HIV/AIDS and condom articles in the media is as follows:¹

<i>Period</i>	<i>Rupiah Value</i>	<i>US \$ Value</i>
1998 (Sept-Dec)	Rp. 117,840,250	\$ 14,730
1999 (Jan- Dec)	Rp. 1,982,687,750	\$ 247,836
2000 (Jan- May)	Rp. 236,739,000	\$ 29,592
Total To-Date	Rp. 2,337,267,000	\$ 292,158

¹ Media Value Index = editorial column inches x cost of advertising for that amount of space. It should be recognized that the value of editorial coverage should be rated higher than advertising since:

- Readers read more editorial than advertising.
- Editorial carries more credibility than advertising.
- Editorial has better position than advertising (top of the page versus the bottom, unless the advertisement is full-page).

FUTURES (through IPM) hosted a number of media gatherings with the aim of linking journalists with resource persons on HIV/AIDS and condom issues. The media gatherings had the following themes:

Event Title	Date	Description
<i>HIV Prevention and Condom Use</i>	Nov 17, 1998	Featuring Dr. Adi Sasongko (YKB) Freddy Kapuangan (LIG) Hendra Setiawan (PT Vonix Latexindo), Peter Kawijaya (PT Wigo Hoslab) and a PWA from YPI. Attended by 9 media.
<i>Condom Research</i> <ul style="list-style-type: none"> • Research from YLKI • Condom as a Means of Preventing STDs and HIV/AIDS 	Feb 25, 1999	Featuring Ms Husna Zahir and Ms Retno Widiastuti (YLKI) and Dr. Abdul Manaf (DepKes). Attended by 28 media persons at Bentara Budaya.
<i>Announcement of Writing Competition</i>	Feb 26, 1999	Facilitated by Slamet Riyadi (jury chairman) and attended by 29 media persons at Hotel Indonesia.
<i>Malam Renungan AIDS Nusantara 1999</i>	Apr 27, 1999	Featuring GKNMAN. Attended by 26 media persons at Café Cemara.
<i>Malam Renungan AIDS Nusantara 1999</i>	May 12, 1999	Featuring GKNMAN and 8 NGOs. Attended by 46 media persons at Le Meridien.
<i>Submission of Declaration to the Coordinating Minister for People's Welfare and Poverty Eradication</i>	May 14, 1999	Presentation of declaration signed by more than 100 institutions and individuals, including private sector. Attended by 19 media. The event was covered by 2 TV and 3 radio stations.
<i>Seminar for Fiction writers</i>	May 19, 1999	Featuring Irwan Julianto (senior journalist), dr. Adi Sasongko (YKB) on condom use, Marcel Latuihamallo (YMI) on counseling, and Susana Murni (Spiritia) on People with AIDS. Attended by 29 writers and 25 media persons.
<i>Visit to Simplex Factory</i>	July 1, 1999	Attended by 30 media persons.
<i>Announcement of Writing Competition Winners</i>	July 8, 1999	Attended by 21 media persons at Gran Mahakam.
<i>World AIDS Day 1999</i>	Nov 29, 1999	Featuring Dr. Indriyono (DepKes), Dr Suharto (Depdiknas) and 7 NGOs at Gran Mahakam.
<i>Role of Media in HIV Prevention and Condom Promotion</i>	Dec 23, 1999	Featuring Syaiful Harahap (Warta AIDS). Attended by 30 media persons at Gran Mahakam.
<i>HIV Testing</i>	Feb 9, 2000	Featuring Marcel Latuihamallo (Yayasan Mitra Indonesia), Susana Murni and Lusiana Aprilawati (Yayasan Spiritia); attended by 28 media persons at Gran Mahakam.
<i>Women and HIV</i>	Mar 8, 2000	Featuring Meiwita Budiharsana (Ford Foundation); attended by 25 media persons at Gran Mahakam.
<i>Drugs and HIV</i>	Apr 12, 2000	Featuring Riza Pramudya of the Drug Dependence Hospital. Attended by 20 media persons at Gran Mahakam.

Event Title	Date	Description
<i>Malam Renungan AIDS Nusantara2000</i>	May 12, 2000	Featuring Grup Koordinasi Nasional Mobilisasi AIDS Nusantara, in conjunction with the International Candlelight Memorial and Mobilization on May 21. Attended by 19 media persons.
<i>HIV and Marginalized People</i>	Jun 7	Featuring a waria, a sex worker, a fisherman, and a street kid who aired their views and concerns about HIV/AIDS and condoms. Attended by 20 media persons.

Resource persons for the media gatherings included representatives from NGOs involved in HIV/AIDS related work and chief representatives from Consortium manufacturers.

Periodical fact sheets on condoms and related subjects were distributed biweekly to the media and HAPP implementing agencies. The purpose of these fact sheets was to disseminate correct and accurate information on condoms to the public through the media and non-governmental agencies. Thirty-four “Condom Fact Sheets” (*Lembar Informasi Kondom Berseri*, LIKB) were distributed to the media and NGOs covering the following topics.

- 1) Introduction to Condoms.
- 2) Sexually Transmitted Diseases: What are they?
- 3) What is a Condom?
- 4) Misleading Information about Condoms.
- 5) Can Condoms Save Lives? Are Condoms Effective in Preventing Disease? Why Do People Not Use Condoms?
- 6) Why Condoms? Myths about Condoms in Relation To HIV. Are All Condoms Safe?
- 7) Which Sexual Activities Are Risky? Are Sex Workers the Source of HIV?
- 8) Ten Reasons Why We Should Use Condoms.
- 9) Isn't Abstinence More Effective? What is Risky Sex?
- 10) Information about Condoms through the Internet.
- 11) Relation between HIV and STDs.
- 12) Types of STDs.
- 13) Latex and Polyetherane Condoms.
- 14) Sexual Behavior and Risk Level.
- 15) Facts about HIV/AIDS.
- 16) Tips on Choosing and Buying Condoms.
- 17) Condom Lab Testing (1).
- 18) Condom Lab Testing (2).
- 19) Condom Social Marketing (1).
- 20) Condom Social Marketing (2).
- 21) Condom Use in Indonesia Increases.
- 22) Condoms Are More Effective.
- 23) The Female Condom.
- 24) Female Condoms in Cameroon.
- 25) South Africa Orders Female Condoms to Fight HIV.

- 26) How Condoms Protect You from HIV.
- 27) Have You Used Condoms Correctly?
- 28) HIV Testing.
- 29) The Origins of Condoms.
- 30) WHO Increases Condom Distribution in Asia.
- 31) Condom Use among Adolescents around the World.
- 32) Condom Failure.
- 33) Discussion on Condoms: Condom as Contraceptives and HIV Preventive Device.
- 34) Discussion on Condoms: Socializing Condoms.

A writing competition for journalists and freelance writers commenced in February 1999. The general theme of the writing competition was HIV/AIDS prevention in Indonesia, with a special emphasis on condom use. Entries must have been published in commercial printed mass media (newspaper, magazine or tabloid but not a newsletter, bulletin or NGO periodical) between February 26 and June 30. Forty entries were received by the June 30 deadline. A jury that included representatives from the media and HAPP judged entries. The grand prizewinner (Ms. Rika Tjahyani of “Femina”) was awarded a round-trip ticket to Kuala Lumpur to attend the Fifth International Conference on AIDS in Asia and the Pacific in October 1999. The winners of the second and third prizes were awarded cash prizes.

A seminar for fiction writers (short story writers, novelists and scriptwriters) was conducted in May 1999. A total of 29 writers and 25 media representatives enthusiastically participated in the seminar.

FUTURES linked with the Surabaya-based NGO, Yayasan Prospectiv, to re-launch their tabloid *Vital* in June 1999. The tabloid was aimed at commercial sex workers in HAPP demonstration areas in Jakarta, Surabaya and Manado/Bitung. The tabloid contained both entertainment articles and informative articles on condom use and HIV/AIDS. In an effort to make the tabloid more sustainable, FUTURES helped Prospectiv establish links with potential advertising sponsors such as condom, beer and cosmetic companies.

The July 1999 issue of *Vital* received support from FHI and the following three issues (August to October 1999) were supported by FUTURES. IPM managed the publication. The three FUTURES-supported issues included advertising for our three-month condom promotion, announced CSW composition winners and published their compositions on condom use.

FUTURES was also invited to present in workshops and seminars, particularly on the CSM component. A complete list of the workshops and seminars is contained in **Appendix D**.

Advertising

FUTURES developed an advertising campaign that was designed to generate condom awareness and motivate condom use, particularly among those “at risk” of infection from sexually transmitted disease. The advertising campaign theme, “Gunakan kondom, masuk akal ‘kan?”

(Use condoms as sensible protection), was created based on information obtained from consumer focus groups that were conducted in Jakarta, Surabaya, and Manado among commercial sex workers, clients of CSWs, and the general public, including university students. The campaign observed socio-cultural norms and incorporated the Ministry of Health communications policy for HIV/AIDS prevention that promotes the “A-B-C” formula (Abstinence, Be Faithful and Use Condoms). The campaign artwork was discussed with the Ministry of Health, USAID and Consortium of Concerned Condom Manufacturers (London International Group, PT Vonix Latexindo and PT Rajawali Nusindo) for further inputs.

Three different thematic messages were developed for the campaign, with each message linked to a condom visual:

- Lebih Murah Daripada Dokter (Cheaper than a Doctor)
- Untuk Keadaan Darurat (For Emergency)
- Kapan Saja Di Mana Saja (Anytime, Anywhere).

These slogans were adapted for Surabaya and Manado/Bitung by using local languages (Surabayan-Javanese and Manadonese-Malay).

Campaign public service advertisements (PSA’s) were aired in the late evening on several television stations and placed in national newspapers, local newspapers, magazines and private radio stations. Posters and hanging mobiles were placed in wisma, bars, clubs and retail outlets in HAPP demonstration areas, particularly in “lokalisasi.”

The media used in the campaign were as follows:

Media	Titles/Stations/Locations
Newspapers	Kompas, Media Indonesia, Suara Pembaruan
Newspapers (local)	Jawa Pos, Manado Post
Magazines	Forum, Popular, Tempo
Tabloids	Bola, Senior
Television stations	Indosiar, RCTI, SCTV, ANTeve
Radio stations	Jakarta (5), Surabaya (3) and Manado (2)
Videotron	Bundaran Hotel Indonesia, Jakarta

The campaign took place from April to June 1999 and the television PSA was aired again from April to June 2000.

In addition, FUTURES created separate advertising campaigns for World AIDS Day 1998 and 1999. The 1998 World AIDS Day campaign consisted of a television commercial, Indonesian and English print ads and a poster, which was widely distributed. All materials conveyed a unified World AIDS Day slogan: *There will no longer be a World AIDS Day—if we refrain*

from risky sex, are faithful to our partners or always use condoms. The 1999 World AIDS Day campaign was run exclusively on radio and included:

- Commercial jingle: a disco-dangdut jingle with messages on ways to prevent HIV/AIDS with brief mention of Consortium condom brands. “Ad libs” (see below) followed the jingle airings.
- “Ad libs”: announcements of events sponsored by the Consortium condom companies in each city.
- Factual “sound bites”: radio program inserts providing facts about HIV/AIDS, followed by mention of Consortium condom brands.

In order to reach the identified target groups (sex workers, truck drivers, seaport workers, etc.) in the three demonstration cities, FUTURES’ advertising agency, Grafik McCann Erickson, selected radio stations that reached the C, D, and E socioeconomic classes. FUTURES extensively reran the popular “disco dangdut” jingle in the second quarter of 2000.

FUTURES also provided extensive marketing support for Consortium condom brands. This support included TV, radio and magazine advertising, radio “sex education talk shows” sponsorship, point-of-sale and promotional materials, and World AIDS Day and other event promotion activities.

A complete list of advertising materials developed by the project is contained in **Appendix D**.

Distribution

FUTURES supported sales and promotional task forces in Jakarta, Surabaya and Manado/Bitung for each of the three Consortium manufacturers--LIG, Vonix and RNI. The purpose of the task forces was to expand condom distribution in non-traditional outlets such as kiosks, warungs, tokos and commercial sex establishments, as well as to promote Consortium condom brands. In addition the task forces collaborated with NGOs in condom use education activities and sometimes undertook these activities themselves, where required. The Consortium manufacturers and/or their distributors managed the task forces, with support from FUTURES. Each task force assigned to the respective project demonstration areas had a team leader. FUTURES continually monitored the performance of the task forces through regular field visits and meetings. The task forces were deployed as follows:

<i>Consortium Manufacturers</i>	<i>Number of Task Force Members*</i>			
	Jakarta	Surabaya	Manado/Bitung	Total
LIG (Durex)	5	4	2	11
PT Vonix (Simplex)	6	5	2	13
RNI (Artika)	6	5	2	13
TOTAL	17	14	6	37

* Includes task force leaders.

FUTURES conducted salesmanship training for the Artika sales task force in 1999. The curriculum included the following topics: self-motivation, sales career, team building, psychology of selling, team creativity, merchandising success, merchandising simulation, retail distribution, and self-assessment. The participants also attended sessions on condom social marketing, HAPP project overview, HAPP advertising campaign overview, NGO activities and dynamics of the commercial sex industry.

E. Research, Monitoring and Evaluation

FUTURES tracked its success in meeting important project indicators in the following ways.

Condom Use

FUTURES obtained condom use data from the annual Behavioral Surveillance Survey (BSS), which is cited elsewhere in this report.

In addition, FUTURES' research contractor, Asia Market Intelligence (AMI), conducted a final knowledge, attitudes and practices (KAP) study among 407 men in Jakarta and Surabaya red light areas in June 2000. Among this sample, a little over one-third (36%) were qualified as condom users (having used condoms in the past six months). Nearly half (47%) however claimed to have used condoms sometime in the past. Among condom users, the main motivator is consciousness that using condoms gives "peace of mind." Users feel personally at risk of STD infection and they believe that condoms reduce the risk. Non-users, on the other hand, reasoned that condoms reduce pleasure too much and that antibiotics are a viable substitute for overcoming risks (i.e., STD's) without a loss of sexual pleasure. The psychographic profiles of users differ from non-users in two important ways:

- Users accept condoms as necessary to protect themselves while non-users evidently feel they do not need protection.
- Users feel personally at risk while non-users do not feel personally at risk or discount the consequences of the risks they face.

Eight out of ten respondents recalled condom advertising. Television was reported to be the primary source of information about condoms. Five out of ten respondents recalled reading press articles mentioning condoms. Two-thirds of the respondents acknowledged that condom advertising made them more interested in using condoms.

Awareness of HIV/AIDS was high among the respondents; 69% were able to mention the disease spontaneously and nearly everyone when prompted. Only two-thirds however (77%) felt personally at risk of contracting HIV/AIDS and given the much lower rate of condom use, clearly many of these have not fully internalized the risk and changed their behavior to protect themselves. The non-condom users' attitudes are perhaps shaped by the fact that the AIDS epidemic has yet to manifest itself in terms of widely observed deaths or even widely reported HIV incidence. In addition, nine out of ten respondents (92%) were aware that condoms could

prevent STD's however again this has not translated into corresponding condom use. Therefore, many at-risk men are either discounting the risk of STDs or engaging the use of substitutes such as antibiotics to deal with the risks if they occur.

Among condom brands, Durex and Sutra are the most recalled brands. Dua Lima and Simplex are other condom brands with relatively high awareness. Price evidently is a relatively low consideration or driver for brand choice. Among the lower income respondents, price contributed 18% to the drivers of brand choice consideration whereas among the higher income respondents, price contributed only 11%. The main driver for brand choice is perception of quality. Attributes that discriminate condom brands are perceptions that "the brand is for me," "satisfying," and "it's advertising is popular." Analysis of user profiles by brand indicates that there is hardly any difference among the condom brands in terms of age, socioeconomic status and education. Hence, there is very little market segmentation by price category and relatively little involvement with condom products. An outcome of this is that a high-income person may feel comfortable buying Sutra while a low-income person could just as well choose higher-priced Durex.

AMI's *Price Sensitivity Meter* showed that the acceptable price range for three pieces of condoms (the most popular pack size) is between Rp. 1,500 to Rp. 6,250. The meter indicates that the respondents would question the quality of condoms priced below that range and would be discouraged to buy condoms priced above that range. The optimum price is Rp. 3,500 for three pieces. Artika, Sutra and Dua Lima are condom brands at the lower end of the acceptable range and Simplex and Durex are at the higher end.

Among the red light area condom users, the most popular outlet for purchasing condoms was the kiosk, followed by the pharmacy (apotik). Generally, the respondents said they have no difficulty in finding a condom outlet, which is a credit to the task force intervention. For more detailed information on the 2000 KAP survey, please refer to **Appendix J**.

Condom Access/Availability

FUTURES' marketing research subcontractor, AMI, undertook annual store check research. The purpose of the store check research was to assess the extent of condom penetration in a broad category of outlets. AMI supplemented the final store check study in mid-2000 with digitized mapping, which mapped the extent of condom availability in relation to the location of commercial sex establishments. Clinics offering STD treatment services and NGOs involved in HIV/AIDS prevention efforts were also mapped. (The digitized maps are available in an AMI computer presentation. AMI will store all digitized mapping data.)

Condom Sales

Condom sales were tracked through sales data submitted by the Consortium manufacturers, LIG, Vonix and RNI.

Other Studies

FUTURES commissioned other studies that influenced program strategies and contributed to the local body of knowledge, attitudes and practices among high-risk groups. These studies included:

- Advertising pre- and post-test focus groups and evaluations
- Qualitative research revealing the knowledge, awareness and practices of CSWs, CSW clients and commercial sex intermediaries (pimps, “mama-sans,” wisma, bar and massage parlor owners and managers, and hotel staff).
- Retail store audits (AC Nielsen)

A complete list of research conducted during the project is contained in **Appendix E**.

F. Sustainability

In order to ensure sustainability, FUTURES’ program focused on legitimate commercial brands. This emphasis ensured that project inputs were combined with private sector investments, thus enhancing prospects for sustainability in the long term. The commercial condom market is capable of supplying current and projected market needs and will do so if the market continues to grow. In the current economic climate, as the public sector is faced with the prospect of an even heavier healthcare burden than usual, reliance on the private sector, wherever possible, is even more important. If the commercial condom market were to significantly contract or even collapse during this period, the long term burden on the public sector would be difficult, if not impossible to meet. The CSM component was thus designed to implement activities that would lead to market growth, by increasing consumer demand for affordable, high quality commercially available brands.

III. PROJECT PERFORMANCE AND LESSONS LEARNED

The following describes the CSM component’s contribution toward the achievement of HAPP performance indicators and lessons learned.

A. Improving Condom Use

Improving condom awareness and use in commercial sex establishment (CSE) areas

FUTURES and its commercial partners worked vigorously to popularize condoms and increase demand for condoms. The HAPP condom social marketing (CSM) program was enacted in late 1998 and the 1999 BSS results clearly demonstrate that the program strategies and interventions generated positive impact. According to the 1999 BSS:

1. Condom use by CSWs rose significantly in Jakarta, Surabaya and Manado in 1999. Condom use by CSWs in their last sexual act with their clients rose to 48%, up from 37% in 1998.
2. Condom use among male clients also rose in 1999. In the 1999 BSS, 16% of clients reported they used a condom in their last sexual act with a CSW, up from 10% reported in 1998.
3. Awareness is increasing among CSWs that consistent condom use can prevent HIV/AIDS transmission. Awareness that condoms prevent HIV/AIDS increased from baseline 70% in 1996 to 84% in 1999. Awareness is a necessary predecessor to consumer motivation and commitment to use in the behavior change model that FUTURES has used (attached in **Appendix B**).

Increasing condom sales

Increasing condom sales for the private commercial sector has been a difficult task due to the DKT-Sutra intervention and the ongoing economic crisis. The Consortium manufacturers achieved combined condom sales of 50,572 gross (7,282,368 units) in the HAPP demonstration areas in 1999, up 10% from the previous year. Nationwide, the Consortium achieved sales of 76,128 gross (10,962,432 units) in 1999. First half 2000 sales in HAPP demonstration areas totaling 28,156 gross (4,054,464 units) are up 14% and nationally totaling 42,757 gross (6,157,008 units) are up 17% for the Consortium manufacturers over the same period last year.

The overall condom market is showing very encouraging growth. According to AC Nielsen, as of May 2000 total cumulative retail volume for condoms over the past 12 months was up 15 percent over the previous 12-month period.

Improving access to condoms

The 2000 store check results indicated a slight increase in condom availability over 1999 with 65 percent aggregate penetration in the three demonstration areas. The following table indicates the yearly achievements for distribution penetration among a sample of outlets comprising pharmacies, drug stores, kiosks, *warung* (small shops), and bars, disco and *wisma* in the demonstration sites.

Distribution Penetration for Condoms in Red Light Areas

	1996	1997	1998	1999	2000
Jakarta	36%	47%	50%	61%	59%
Surabaya	37%	67%	75%	82%	83%
Manado	-	-	13%	46%	53%
Aggregate	37%	57%	46%	63%	65%

In 2000, penetration slightly dropped in Jakarta due to the late 1999 closure of the Kramat Tunggak red light area and consequent loss of outlets. Penetration on the other hand slightly increased in Surabaya, which may be reaching the “saturation point” in terms of outlet penetration potential, and significantly increased in Manado.

In the past, condom distribution was essentially limited to traditional outlets (pharmacies and drug stores) while more recently condoms have become widely available at kiosks, *warung* and at bars, discos and *wisma* (brothels), at least in red light areas. This success in expanding coverage is attributable to special sales task forces fielded by the Consortium (with HAPP support) and DKT (with German government support).

It has to be noted that condom distribution patterns in non-traditional outlets will likely be fluid, tracking the movement of red light areas. The closure of the Kramat Tunggak *lokalisasi* may be a precursor to a continuing trend where community pressure is placed on long-standing red light areas, forcing relocation of a sex industry that is likely to remain constant assuming continuing demand.

Brand availability has drastically changed in the past four years. Young-Young and Dua Lima, which used to be the best distributed brands, have diminished in recent years. Sutra and Durex are now the most widely distributed brands. In the 2000 store check, retailers disclosed that the best selling brand is Sutra, followed by Durex.

In Jakarta and Surabaya, there is significant evidence of leakage of “free” condoms distributed by government sources. Pink-colored “HIV/AIDS” government-issue condoms were available in four to seven percent of outlets surveyed, particularly in kiosks, and were selling at around Rp. 500 per piece.

The most popular pack size is the pack of 3’s, however, many outlets stock the pack of 12’s, particularly kiosks, so that they can sell single units, usually at a significantly higher mark-up. The surveyed retail outlets obtain their stock and replenishment from two sources: the salesman and wholesaler. The role of the salesman is particularly important in the creation and maintenance of non-traditional outlets.

FUTURES submits that achieving and maintaining condom coverage in 65%, i.e., two-thirds, of all outlets is a commendable achievement and may represent a saturation point. Condom sales cannot approach the sales volumes of fast-moving consumer goods (FMCG) such as cigarettes, snacks and beverages and therefore cannot hope to match the level of distribution penetration for those products. Indeed, it must be acknowledged that there will likely be a high “drop-out” rate among non-traditional outlets for condoms, such as *warung*, *toko*, kiosks and night establishments. Drop-outs will occur for a variety of reasons, e.g., slow movement, insistence on credit sales, failure to make good on a consignment, lack of consumer awareness that condoms are available at the outlet, etc. Demand generation activities therefore become very important in maintaining non-traditional outlets for condoms. It is important to note that traditional outlets--pharmacies, toko obats and supermarkets--are still the most important outlets

for condoms and account for the lion's share of sales volume. Even DKT admits that over 90 percent of Sutra sales are generated through traditional outlets.

In any event, FUTURES maintains that condom availability is excellent in the HAPP demonstration areas, particularly in "localization" areas, and that "lack of access" does not comprise a significant barrier to condom use in HAPP demonstration areas. The recently concluded digitized mapping exercise verifies the broad extent of condom availability, particularly in proximity to commercial sex establishments.

B. Reducing Contextual Constraints

Promoting condom use in mass media

Increasing media coverage for condoms and HIV-AIDS related issues

The purpose of FUTURES' public relations and media relations programs was to create a favorable social context for behavior change and new government policies and laws that will lead to significantly increased condom use in high-risk situations. News and consumer special interest media are very influential in creating an impetus for change in behaviors and influencing public sentiment toward condoms and their role in HIV/AIDS prevention. The news media in particular could influence policymakers, gatekeepers and government officials to support the promotion of condom use. Importantly, increased news coverage on condoms and HIV/AIDS could help create a context and rationale for enactment and enforcement of a "100 percent condom only policy," at least in "localized" commercial sex establishments.

As noted earlier, in 1999 media relations generated an output of 40 articles on HIV/AIDS and 9 articles mentioning condoms per week among 70 media publications in Indonesia. In 2000, there has been a weekly average of 25 articles on HIV/AIDS and 4 articles mentioning condoms.

Promoting condom use in mass media advertising

FUTURES/HAPP aired a public service television advertising campaign promoting condoms in two waves. The first wave aired from April to July 1999 and the second wave aired a year later from mid-April to mid-June 2000. Airing TV advertising that promotes condom use was a landmark achievement in Indonesia given prior restraints on even mentioning the word "condom," even in internal project documents. Retail audit results suggest that the TV campaign has had a strong impact on condom sales. During the first wave advertising, sales for the four-month period from April to July 1999 were up 15% over the previous four-month period. Similarly, during the second wave advertising, sales in April-May 2000 spiked upwards by 9% over the previous two-month period. The 2000 KAP survey showed relatively high awareness of the TV PSA campaign among males frequenting red light areas in Jakarta and Surabaya. Awareness of the three thematic messages run in the "Gunakan Kondom, Masuk Akal Kan?" (Use condoms for sensible protection) TV campaign was as follows:

Kapan Saja Di Mana Saja (Anytime, Anywhere)	67%
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Untuk Keadaan Darurat (For Emergency)	60%
Lebih Murah Daripada Dokter (Cheaper than a Doctor)	54%

TV is the mass medium of choice to effectively reach the “clients” target audience and achieve visual and memorable impact that will motivate behavior change. In addition, the impact of TV advertising could help influence policymakers to consider regulatory action that would move Indonesia toward realizing a “100-percent condom only” policy in the commercial sex industry. In addition to TV advertising, FUTURES aired various radio campaigns. Radio is an effective and efficient medium that greatly supports but cannot replace television as a primary mass medium. One-quarter of the men surveyed in the 2000 KAP study recalled our most recent radio campaign, which consisted of a disco dangdut jingle that communicated messages about ways to prevent HIV/AIDS, including condom use.

Improving private sector response

Private Sector Investment and Sustainability

The private commercial sector’s committed response and vigorous participation in the CSM component of the HIV/AIDS Prevention Project helped ensure the cost-effectiveness and sustainability of this important intervention. Indeed, it is the participation and investment of the commercial sector that set this program apart from the highly subsidized DKT CSM intervention and government and NGO HIV/AIDS programs that heavily rely on donor support. In an era of donor fatigue and cutbacks, which emanate from taxpayer pressure, it is important to stress that only commercially driven programs will have a realistic chance of being sustainable over the long term.

FUTURES invested \$325,328 over a two-year period (mid-1998 to mid-2000) in direct marketing support for the Consortium of Concerned Condom Marketing Manufacturers comprising two local condom manufacturers and one multinational (LIG). Meanwhile, FUTURES’ three private sector partners will reportedly have spent approximately \$1,200,000 on advertising and promotion investment for their brands in 1999 and 2000 (i.e., a two-year period). That represents a 4:1 ratio of consortium investment to donor investment. In addition, it is important to note that the Consortium members contributed non-subsidized packaged condoms and met their own personnel, overhead and operating costs.

The Consortium manufacturers also contributed considerable human selling resources through their distributors—APL (LIG), PT. Wigo-Hoslab (PT. Vonix Latexindo) and DBM (RNI). The three distributors’ sales personnel number in the hundreds (LIG’s distributor APL for example has a total nationwide sales force of 500). Importantly, the Consortium members plan to sustain the task forces that were assigned to them for development of non-traditional outlets in red light areas in Jakarta, Surabaya and Manado/Bitung following the termination of HAPP funding after June 2000. Indeed LIG plans to expand the task force concept to other important markets in Indonesia in a bid to expand rapidly its distribution and sales. The sustainability of the task force

intervention provides a clear example that the HAPP CSM program spawned ideas and sustainable private sector investment and commitment.

In addition, the managers of the Consortium manufacturers have invested considerable time into HAPP by attending countless management meetings and going on field trips to the HAPP demonstration areas. These managers have been very “hands on” in managing program activities and in overseeing the selling, merchandising and promotional activity of their field task forces. They have also proactively collaborated with NGO partners.

Cost-Sharing and Participation in Public Service Advertising and Education

LIG participated in the second phase TV public service advertising (PSA) campaign in a cost-sharing arrangement. In this case, the generic 15-second condom PSA (branded with Durex) was “twinned” (piggybacked) with a 15-second Durex condom advertisement. FUTURES and LIG shared the cost of the 30-second TV advertising slots, which was cheaper than purchasing separate 15-second spots. Hence, the back-to-back PSA and condom commercial was cost-efficient for both HAPP and LIG; moreover, the PSA and the Durex commercial were mutually reinforcing in terms of condom message.

Consortium manufacturers, particularly LIG/Durex, have sponsored a number of educational events in Jakarta, Surabaya and Manado that have generated awareness of the risk of HIV/AIDS and promoted condom use. These sponsored events have included the following:

- Radio and TV talk shows
- Events in cafes, bars and discos
- University talk shows
- Commemorative special events such as the International Candlelight Memorial (for people with AIDS) and Mobilization (for AIDS prevention) and World AIDS Day
- NGO “enter-educate” events

The Consortium manufacturers’ sponsorship of these events facilitated linkages with NGOs, university students, community groups and the media, which generated press coverage. The Consortium members have indicated they will continue to sponsor NGO-managed events, provided the NGOs offer value in promoting their condom brands. During the project period (November 1998 to June 2000), the Consortium members sponsored **127 events**.

Meeting the Needs of the Low-Income Consumer

The Consortium manufacturers have demonstrated commitment to market condoms at low prices to serve the low-income consumer. Artika is priced at Rp. 1,400 (US 18 cents at the current exchange rate) for a pack of three condoms. This price is low enough for most Indonesians, particularly if the aim is to reach clients who can afford to pay for commercial sex. According to the 1999 BSS, the median cost of commercial sex was Rp. 50,000 per session and the average cost was Rp. 86,900. One Artika condom therefore would represent about 0.5% of

the cost of the average sex act. RNI also sold attractive plastic jars containing one gross (144 pieces) of Artika condoms at a low price of Rp 30,000 to bars, massage parlors and *wisma* and kiosks in HAPP demonstration areas. This selling price was below cost.

In mid-2000, LIG's plans to re-launch Dua Lima at a new consumer price of Rp. 750 for a package of 2 condoms and Rp. 2,750 for a package of 6 condoms. This will initially incur losses for the company. LIG hopes to raise the price of Dua Lima gradually as the economy recovers so that the brand will be self-supporting after three years, although LIG's ability to do this will depend on the status of the DKT-Sutra project.

LIG and RNI's low-price interventions represent a tremendous commitment to serving low-income consumers in these difficult economic times in Indonesia. Vonix has also announced intentions to introduce a new lower-priced brand. This level of private sector response calls into question the need for the subsidized DKT Sutra intervention.

C. Lessons Learned

The "lessons learned" for the HAPP CSM component are briefly listed under two broad categories:

- 1) Condom choice, affordability, accessibility and acceptability
- 2) Public-private partnerships in HIV/AIDS prevention

Condom Choice, Affordability, Accessibility and Acceptability

- 1) It is in the private sector's interest:
 - a) To serve the mass market with products and prices to suit all socioeconomic classes, especially high-risk groups (CSWs and clients), particularly in a highly competitive environment.
 - b) To increase access to its products, since this will increase sales (although distribution expansion must be done efficiently and cost-effectively).
 - c) To shift the image of its condom products from negative to positive and increase their acceptability among consumers.
- 2) Mass media advertising helps de-stigmatize condoms, improves the selling and purchasing environment, and expands the condom market by increasing retail sales.

Public-Private Partnerships in HIV/AIDS Prevention

- 3) Public-private partnerships work, particularly in countries such as Indonesia that have a developed commercial sector.
- 4) Public-private partnerships offer cost-efficiencies, cost sharing and sustainability.

- 5) The private sector will invest in disease prevention programs if it has incentives and the programs will generate returns.
- 6) Conversely, the private sector will be de-motivated to invest if it does not see market opportunity. It should be noted that the DKT intervention threatens to de-motivate the commercial sector as the subsidized Sutra brand dominates the condom market and reaps most of the benefit from public sector support. The unfortunate result may be the disappearance of local condom brands from the market.
- 7) The private sector is inherently sustainable.
 - a) Truly commercial enterprises do not rely on public sector support.
 - b) The *Darwinian Principle* in the free commercial system “deselects” unsustainable enterprises, i.e., on a leveled playing field it is “survival of the fittest.” (The cautionary note here is that the condom playing field is not leveled in Indonesia due to the subsidized Sutra intervention, hence it would be unfair to assume that the elimination of local enterprises from the condom market would be due solely to their failings.)
- 8) For-profit and non-profit entities (NGOs) can work together to support disease prevention programs if they have a perceived mutual benefit. For example, commercial condom companies will sponsor “enter-educate” events organized by NGOs if they see high promotional value for their condom brands. Conversely, if NGOs fail to deliver value and a quality product they will not generate repeat sponsorship of their events and activities. It can be difficult to coordinate a variety of commercial competitors and NGOs in a cohesive program or promotion (e.g., *Kondomania*). The HAPP CSM effort however showed it can be accomplished provided there is a coordinating entity such as FUTURES to bring the parties together.

IV. RECOMMENDATIONS

- 1) Maintain and strengthen the public-private partnership in HIV/AIDS prevention in Indonesia to build on the success already achieved. In addition, it is important to note that fighting the global AIDS epidemic will require substantial resources for years to come. Donor resources are limited and will be called into action in countries (particularly in sub-Saharan Africa) with the greatest need. Hence, Indonesia cannot count on donor support for HIV/AIDS prevention over the long term, particularly as the country begins to emerge from its prolonged economic crisis. The private sector must be involved to ensure sustainability of a long-term HIV/AIDS prevention effort.
- 2) Increase and coordinate donor investment in commercial-driven and commercial-NGO collaborative activities:
 - a) To increase access to condoms where needed (it would be inefficient, costly and unsustainable to target all retail outlets). While it is important to increase access to condoms, it will also be important to monitor condom storage and quality at certain types of retail outlets, particularly

cigarette kiosks. Condom quality and safety could be compromised if the products are exposed to heat and sunlight.

- b) To raise risk perception and to promote the benefits of condom use among high-risk and vulnerable groups, particularly in areas where HIV/AIDS is posing a more serious threat (e.g., Papua and Riau). Targeted and localized “enter-educate” and condom promotion programs as well as mass media communications should be expanded.
- 3) Focus policy efforts at local levels linked with local advocacy efforts, particularly media advocacy.
- 4) Mass media communications should seek to promote condom use among a wider audience and not specifically target high-risk groups such as sex workers and their clients, as this would only serve to stigmatize condom users.
- 5) All commercial condom manufacturers and marketing entities should compete on a leveled playing field to ensure fair and healthy competition that will serve the interests of consumers.

Appendix A

EFFECTS OF PRICES ON CONDOM DEMAND

Appendix B

BEHAVIOR CHANGE MODEL

Appendix C

ENTER- EDUCATE AND OTHER SPONSORED EVENTS

WORLD AIDS DAY 1998

JAKARTA

Date	Description
Dec 2	Force for Change exhibition. Organized by KPAD DKI Jakarta and Jabotabek NGO Forum at the Balai Kota. Sponsored by Durex. The event was attended by thousands of high school students.
Dec 5	Discussion on AIDS led by health experts for university students at Institut Teknologi Indonesia, Serpong. Sponsored by Durex.
Dec 9	Discussion at Universitas Jayabaya featuring Dr Zubaeri Djoerban, Dr Sally Halim, Mr. Kamanto Sunarto and Paquita Wijaya. Sponsored by Durex.
Dec 17	<i>Perfect Model and Image</i> at Jalan Jalan Café featuring Dr Danisworo, Dr Boyke Dian Nugraha, Jeremy Thomas (actor), Dr. Debby Susanti and Freddy Kapuangan (Durex). Sponsored by Durex.

SURABAYA

Date	Description
Dec 1	<i>Diagfragma</i> talk show at TVRI Surabaya, featuring the Vice-Governor of East Java, Kakanwil DepKes and Dr. Rika Subarnati and Dr. Subarkah.
Dec 1	T-shirt distribution to newspaper vendors, organized by Yayasan Puspita and Yayasan Prospectiv.
Dec 5-6	Long March and Musical Show at Dolly, organized by Yayasan Abdi Asih
Dec 6	Yayasan Pandawa Lima talk show with young gays and transvestites at Lido discotheque, featuring Condom Man from Durex.
Dec 11	Talk Show at Loka Café organized by Yayasan Puspita.

MANADO/BITUNG

Date	Description
Nov 29	Games/competitions at the Yayasan Peka drop-in center in Bitung. Sponsored by Kondom Dua Lima.
Nov 30	Information Corner by Yayasan Pelita Kasih Abadi at Matahari Dept. Store and two other shopping areas. Sponsored by Durex.
Dec 1	Talk show, information corner, exhibition organized by KPAD, Yayasan Peka & HAPP. Sponsored by Durex.
Dec 1	Radio talk show every Tuesday, starting December 1 with target listeners bus/taxi drivers. Sponsored by Durex.

SPONSORED EVENTS IN 1999

JAKARTA

Date	Description
Feb 13	Valentine's Day Party at Jalan-Jalan Sponsored by Durex.
Mar 26	Event at Café Lamborghini. Sponsored by Durex.
Apr 9	Executive Gathering "Sex Among Executives". Hotel Mercure Rekso, Jakarta. Organizer: PassFM. Speakers: Dr. Naek L. Tobing (sexuologist), Steve Sondakh (business executive), & Vonny Sumlang (singer). Sponsored by Durex.
May 4	Discussion on Sexual Harassment, Tim Peduli AIDS, Atma Jaya University. Speakers: Joyce Djaelani (psychologist), Okky Asokawati (psychologist & professional model). Sponsored by Durex.
Jul 30	Memories of Love, Bebek Bali, Jakarta. Venue: Bebek Bali. Sponsored by Durex.
Aug 1	Hospitality V "Paradise Nite", Bar Fans Club, Jakarta. Venue: Bebek Bali. Sponsored by Durex.
Aug 19	Executive <i>Dangdut Night Merah Putih</i> , Bebek Bali, Jakarta. Venue: Bebek Bali. Sponsored by Durex.
Aug 29	Konser <i>Musik Peduli AIDS</i> , Yayasan Pelita Ilmu, Jakarta. Venue: Kampus Politeknik BBC Sukabumi. Sponsored by Durex.
Sept 2	Event at Bebek Bali. <i>Legend: The Police</i> . Sponsored by Durex.
Sept 17	Event at Jalan Jalan Café. <i>Mexican Independence Day</i> . Sponsored by Durex.
Sept 29	Event at Café Kencana. <i>Gigi in Concert</i> . Sponsored by Durex.
Sept 29	Event at Lamborghini Café. <i>Tank Top Party</i> . Sponsored by Durex.
Oct 17	Malam Balas Jasa Universitas Pancasila at Waroeng Kemang. Sponsored by Durex.
Oct 16-17	To celebrate the 3 rd anniversary of Jalan-Jalan Café, a vintage car rally was held in Jakarta, starting at Jalan-Jalan. Organized by Old Timer Automobile Rally and Jalan-Jalan. Sponsored by Durex.
Nov 10-14	A vintage car rally organized by PPMKI (The Indonesian Old Vintage Car Lovers' Club from Jakarta to Blitar. Sponsored by Durex.

SPONSORED EVENTS IN 1999

SURABAYA

Date	Description
Apr 4	Condom promotion night at Lido Discotheque Anniversary. Organized by Yayasan Pandawa Lima. Sponsored by Durex.
Jun 25	Talk show “ <i>Emancipation of Waria, Gays and Lesbians in Indonesia</i> ”, at CCCL French Cultural Center, Surabaya. Speakers: Dede Oetomo (gay activist), Pangky Kentut (transvestite activist), Syaiful (gay activist), and Endah Triwijati (psychologist, women’s study specialist). Sponsored by Durex.
Jun 6 – Aug 29	<p>Radio one-hour talk show: “AIDS Corner” at Radio ProFM 89.65 Surabaya, hosted by Yayasan Prospectiv, every Sunday from June 6 to August 29, 8 - 9 p.m. Sponsored by Durex.</p> <ul style="list-style-type: none"> • June 6 <i>AIDS, A Threat To All Of Us</i> • June 13 <i>Sexual Behavior In The Metropolitan And The Threat Of Aids</i> • June 20 <i>The Economic Crisis , Commercial Sex And AIDS</i> • June 27 <i>Impact Of Closing Lokalisasi Towards The Spread Of AIDS</i> • July 4 <i>Youth - Our Strength to Fight AIDS</i> • July 11 <i>The East Java Model in Preventing and Controlling HIV/AIDS</i> • July 18 <i>Strategic Support in HIV/AIDS Programs in East Java</i> • July 25 <i>The Role of NGOs as the Major Player in HIV/AIDS Prevention</i> • August 1 <i>100% Condom Use Policy in the Lokalisasi Can Prevent the Spread of HIV/AIDS</i> • August 8 <i>The Role of KPAD and Community in Preventing and Controlling HIV/AIDS</i> • August 15 <i>A Wise Way in Socializing with People with AIDS</i> • August 22 <i>Mass Hysteria towards People with AIDS</i> • August 29 <i>Alternative Medicine for People with HIV/AIDS</i> <p>Resource persons included various medical professionals, academics, psychologists, sociologists, NGO activists and KPAD staff in Surabaya.</p>

SPONSORED EVENTS IN 1999

MANADO/BITUNG

Date	Description
May 21	Durex “Live” Talk show: <i>Sexual Behavior among Executives</i> , the first of a talk show series at Bagaya Boutique Café, featuring guest speakers Yanti Gunadi (psychologist), Th. Yuswandani Adiloekito (Yayasan Peka), and Debra Yatim (women’s activist). The talk show was aired by Smart-FM in collaboration with Yayasan Peka
July 26	<i>Durex Live Talk Show</i> , the second of a talk show series at Hook’s featuring guest speakers Marcel Latuihamallo (YMI), Johannes Wahyudi (local business executive) & L. Pinontoan (local business executive) discussing <i>Business Dating</i> . The talk show was aired by Smart-FM in collaboration with Yayasan Peka.
Oct. 8	<i>Durex Live Talk Show</i> , the third of a talk-show series held at Rock Rand Pub & Restaurant. Guest speakers were Djafar Alkatiri (member of the local parliament), Prof Dr. Obrien S. Tendean (andrologist/sexologist). The talk show was also aired on Smart-FM radio station in collaboration with Yayasan Peka.
Nov. 2	<i>Durex Live Talk Show</i> , the fourth installment of a talk-show series held at Hook’s Bar. The talk show was also aired by Smart-FM radio station in collaboration with Yayasan Peka.

SPONSORED EVENT FOR MALAM RENUNGAN AIDS NUSANTARA 1999

Date	Organizer	Venue	Sponsor
May 15	Yayasan Spiritia	Kafe Kupu-Kupu, Jakarta	Artika
May 16	Jabotabek NGO Forum	Bulungan Youth Center, Jakarta	Durex
May 15	Yayasan Peka	Bitung	Durex
May 16	Yayasan Peka	Manado	Durex

KONDOMANIA EVENTS (July – November 1999)

SURABAYA

DATE	EVENT
July 27	30 persons attended gathering for CSE managers, CSWs, peer educators, and potential clients in Tanjung Perak.
July 28	Very few persons attended kiosk gathering at Dolly. The gathering highlighted quizzes on HIV/AIDS prevention and how to store condoms correctly. Journalists also attended this event.
July 28	A gathering for CSE managers at Dolly also took place, attended by 24 managers, followed by a musical roadshow in the afternoon to announce the condom promotion program.
July 29	CSW gathering was held at LA Country Club, Darmo Park, but the massage workers seemed reluctant to attend this gathering (only 4 came). A similar CSE manager gathering was planned later in the afternoon, but not many turned up. Since many clients were already present there, IPM took the opportunity to announce the condom promotion program to the clients.
Oct 5	A musical show was held at Wisma Bara Bintang in Dolly, Surabaya, in collaboration with Yayasan Abdi Asih to re-announce promotional activities as well as to award prizes to the August--September promotion winners. About 300 people attended the event. The KondoMania promotional team and Consortium task force members played significant roles in informing participants on condom use.
Nov 10	A musical show held at Wisma Bara Bintang in Dolly, Surabaya, in collaboration with Yayasan Abdi Asih to announce competition winners. The event was attended by about 300 people, including Shahnaz Haque (actress) and participants of a condom seminar held by Airlangga University earlier that day.

MANADO/BITUNG

DATE	EVENT
July 30	25 persons (50% of the target), kiosk and toko obat gatherings attended by 2 owners (10% of the target), and CSW gathering attended by 51 persons attended three different gatherings for bar/hotel/discotheque managers. All participants showed interest in the program. Prizes from the condom manufacturers were also awarded to participants who could answer short quizzes.
Jul 31	Event at Regent Disco in Bitung, attended by 25 bar/hotel/disco managers, 7 kiosk owners, and 72 CSWs.
Oct 7	Event at Regent Disco in Bitung attended by about 60 sex workers.
Oct 8	Event at HG Disco in Manado attended by about 250 people (including CSW clients).

KONDOMANIA EVENTS (July – November 1999)

JAKARTA

DATE	EVENT
Aug 14/17	A karaoke, fashion and aerobic competition was held in conjunction with other festivities for independence day at Panti Teratai Putih, Kramat Tunggak. About 130 CSWs attended the gathering on August 14 and 60 on August 17.
Oct 16	A “Dangdut Night” was held in Cilincing, North Jakarta in collaboration with Yayasan Investasi Kemanusiaan. This event was held in conjunction with a training program for fishermen, which took place in the morning. The Consortium was involved in promoting their condoms during the training program and musical event. About 1,000 people from the community attended the dangdut show.
Oct 19	To attract participants from Rawa Bebek, a lunch entertainment event was held at Hotel Jatra, North Jakarta. Unfortunately, not many sex workers attended the show, but prominent figures from the community (including the sex workers association) were there with the Consortium task forces and managers.

WORLD AIDS DAY 1999

JAKARTA

Special Events in Jakarta--sponsored by Simplex

Event Title	Date	Description
<i>Pekan Peduli AIDS</i> , Universitas Kristen Jakarta (UKRIDA)	Nov. 22	HIV/AIDS seminar featuring Dr Robert Gandasentana (Trisakti University), Pdt Erastus Sabdono (reverend), Samuel Wattimena (fashion designer), Dr Rudi Nuriadi (counselor) Mulyo Santoso (Simplex) and a person with AIDS.
<i>AIDS Talk Show</i> , Radio Elshinta	Dec. 1	A radio talk show series featuring well-known sexuologist, Dr Naek L. Tobing, started on November 17, 1999. An extra episode was added on December 1 to specifically talk about sex, AIDS, and condom use. There were 13 episodes for this whole program and it aired weekly through February 2000. Elshinta Radio also produced a radio jingle where Simplex was given 220 spots until February 2000.

Special Events in Jakarta—sponsored by Durex

Event Title	Date	Description
<i>AD-Dicted II</i> , KOMIKA (Communications Students Association, University of Indonesia)	Nov. 24	A talk show on AIDS advertising messages at Musicafe, featuring Retno Windrati (Yayasan Pelita Ilmu), Beta Perwata (Grafik McCann Erickson) and Danny Yatim (FUTURES) as speakers, and Tony Siahaan (Citra Lintas) as moderator.
<i>AIDS Musical Concert VIII</i> , Yayasan Pelita Ilmu	Nov. 28	For the first time, a condom company sponsored this annual musical show and AIDS exhibition at Pasar Seni Ancol. A huge condom design was displayed at the venue and a condom information booth was organized by FUTURES/IPM Public Relations. This event received good media coverage.

Event Title	Date	Description
<i>Komik Sehat II</i> , Indonesian Comic Society	Nov. 30 to Dec. 4	A 5-day event at <i>Kampung Tenda Semanggi</i> , a trendy hangout in South Jakarta, featuring 400 comic artists presenting AIDS messages, 4 NGO information booths, musical and fashion shows. On Friday and Saturday evening there were also talk shows featuring medical doctors (Dr. Boyke Dian Nugraha, Dr. Toha Muhaimin), actresses (Nurul Arifin, Shahnaz Haque), and AIDS activists, NGOs and professionals (Susana Murni, Baby Jim Aditya, Retno Windrati, Joyce Djaelani, Danny Yatim) and two drug users as guest speakers.
<i>Aksi Peduli AIDS</i> , Durex and Jalan Jalan Café	Dec. 1	All cars passing by the Senayan Roundabout (South Jakarta) were given a small paper bag containing red roses, an AIDS message, Durex condoms, and an announcement concerning World AIDS Day events at Jalan Jalan Café/Disco.
<i>Safer Sex with Durex</i>	Dec. 1	Talk show featuring Paquita Wijaya (actress) at Café Kencana.
<i>World AIDS Day Banner</i> , Atma Jaya University	Dec. 1	A gigantic banner was placed for a whole week over the main building of Atma Jaya University which was visible along the two main roads of Jakarta, namely Jalan Gatot Subroto and Jalan Jendral Sudirman. The “opening of the banner” ceremony was followed by musical show and talk show. HIV/AIDS information booths were also on site.
<i>World AIDS Day Event</i> , Jalan-Jalan Café/Disco	Dec. 1-3	For three nights, AIDS prevention and condom use was the main theme of Jalan-Jalan’s weekend disco nights. Part of the cover charge was donated to support HIV/AIDS informational activities at Yayasan Mitra Indonesia, which also lent various information posters on HIV/AIDS. Durex condom samples were provided free with cover charge at the disco.

SURABAYA

Special Events in Surabaya—sponsored by Durex

Event Title	Date	Description
<i>AIDS Awareness Music Show</i> , Yayasan Prospectiv	Dec. 1	A talk show with the Vice-Governor of East Java as guest speaker was held at Hotel Elmi, followed by a musical show.

Event Title	Date	Description
<i>AIDS & Youth Behavior</i> , Yayasan Pandawa Lima	Dec. 5	Yayasan Pandawa Lima organized a one-day seminar on youth, AIDS and drug use, featuring local resource persons.
<i>Promosi Kesadaran Masyarakat</i> , Yayasan Abdi Asih	Dec. 1	A “Walk for AIDS” march took place in the Dolly/Jarak <i>lokalisasi</i> with about 300 sex workers, students, local officials and the local community as participants.

MANADO/BITUNG

Special Events in Manado—sponsored by Durex

Event Title	Date	Description
<i>AIDS Awareness Week</i> , Yayasan Peka	Nov. 29 to Dec. 1	Information booths were set-up at Terminal Malalayang for drivers and the public. A gigantic Durex balloon was also placed in downtown Manado.
<i>Talk Show</i> , Yayasan Peka	Dec. 3	The fifth installment of a talk show series was held at Hooks Bar featuring Johanis Wahyudi (young professional), John Piet Papanialo Sondakh (artist), and a sex worker as mystery guest. The talk show was also aired on Pro-2 RRI, a government radio station.

EVENTS IN 2000

DUREX SPONSORED EVENTS

Special Events in Jakarta —sponsored by Durex

Event Title	Date	Description
<i>Friday I'm in Love</i>	Feb 11	Valentine's Day Party at Mata Bar, Wisma Metropolitan
<i>Broken Hearts</i>	Feb 12-13	Valentine's Day party at Jalan Jalan Café.
<i>Kama Sutra & Astrology</i>		Special booklet insert in the February 2000 issue of Kosmopolitan.
<i>Pria Perkasa dan Bahaya AIDS</i>	Feb 29	Talk show at Gudang Music Club, Omni Batavia, featuring Dr. Boyke Dian Nugraha.
<i>Stars on 2000</i>	Feb 25	Fashion show and DJ competition at Café Lamborghini.
<i>Kahitna Show</i>	Mar 17	Café Kencana.
<i>Sex and Drugs among Youth</i>	Mar 28	Talk show for economics students at At-Tahiriyah Islamic University
<i>KLaoustic</i>	Apr 14	Music Live Performance, Zona Discotheque.
<i>Kridayanti & Anang</i>	Apr 20	Music Live Performance, Newscafe Setiabudi.
<i>Lovely Memory with Vina Panduwinata</i>	Apr 28	Music Live Performance, Waroeng Kemang.
<i>Kite Festival</i>	Apr 23	Kites with condom messages, in collaboration with YIK.
<i>Seks Bebas & Narkoba</i>	May 11	Dutch Literature Students of University of Indonesia, featuring Dr. Sarsanto W. Sarwono (gynecologist), Dr. Lukas Mangindaan (psychiatrist; AIDS Study Group); and Dr. Fidiansjah (Drug Dependence Hospital).
<i>Kris Dayanti Concert</i>	May 13	Music live performance, Balemang Café.
<i>RSD Concert</i>	May 17	Music live performance, Café Kencana.
<i>Sheila on 7 Concert</i>	May 25	Music live performance, New Stardust.
<i>Durex International Hokey Tournament</i>	May 27	Sports event, Gelora Senayan.
<i>Musik Pantai Peduli AIDS Dan Narkoba</i>	Jun 22	Musical show and enter-educate event at Ancol organized by Yayasan Pelita Ilmu to promote prevention of HIV and drugs.
<i>Seminar on Designing a New Form of HIV/AIDS Programs in Jabotabek</i>	Jun 29	Seminar organized by Jabotabek NGO Forum and attended by KPAD and NGOs.

Special Events in Surabaya —sponsored by Durex

Event Title	Date	Description
<i>Promo KondoMania</i>	Mar 24	Promo event in Dolly, in collaboration with Yayasan Abdi Asih.
<i>IV Anniversary</i>	Apr 22	Lido Discotheque. Disco Nite with condom promotion in collaboration with Yayasan Abdi Asih.
<i>Exhibit and Information Booth</i>	June 16-30	HIV/AIDS information booth for athletes participating at the National Games (PON) organized by Yayasan Alit. Products made by street children were also sold.
<i>Membuka Mata Hati</i>	Jun 16	Talk show featuring Cak Nun and Kyai Kanjeng (religious leaders) at Dolly organized by Yayasan Abdi Asih.
<i>Promo KondoMania</i>	Jun 23	Promotional event at Dolly in collaboration with Yayasan Abdi Asih.

Special Events in Manado —sponsored by Durex

Event Title	Date	Description
<i>Music on the Street</i>	Mar 18	Event at Manado Boulevard organized by Yayasan Peka.
<i>Music on the Street</i>	Apr 15	Event at Manado Boulevard organized by Yayasan Peka.
<i>Liga Champion Soccer Tournament</i>	May 1-5	Event at Klabat Stadium organized by Sam Ratulangi University with Yayasan Peka.
<i>Radio Talk show</i>	May 8 May 15 May 22	Radio talk show series <i>Sex, Drugs and HIV/AIDS</i> at Smart-FM in collaboration with Yayasan Peka. Guest speakers were Hardiyanti Gunadi (psychologist) who discussed sex and dating; Dr. J. Thomarius (Director, Manado Mental Hospital) who discussed drug issues; and Dr. Wynsi Warouw (STD specialist) who discussed sexual behavior.
<i>Music on the Street</i>	May 20	Event at Manado Boulevard organized by Yayasan Peka featuring 9 local bands with AIDS information. Attended by approximately 3000 spectators.
<i>International Candlelight Memorial</i>	May 21	Event at Taman Kesatuan Bangsa organized by Yayasan Peka.
<i>International Candlelight Memorial</i>	May 27	Interactive talk show organized by Yayasan Peka aired by Gita Lestari FM Bitung featuring Dr. Katuuk (medical doctor) and Pdt Atet Robot (religious leader).

Event Title	Date	Description
<i>Music Hall session 2000</i>	Jun 30	Musical show organized by Tarsius Production

ARTIKA SPONSORED EVENTS

Special Events in Jakarta—sponsored by Artika

Event Title	Date	Description
<i>Lomba Karaoke & Joked</i>	Apr 15	Singing and dancing contest and condom education for 100 waria at Cipanas Gardens, in collaboration with IAKMI.
<i>Visit to Artika Factory in Bandung</i>	Apr 20	Study trip for staff, volunteers and target groups of Yayasan Investasi Kemanusiaan to learn more about condom production.
<i>Car Stickers</i>	May 21	Distributing car stickers with condom messages in collaboration with YIK.
Promo KondoMania		Promotional event in collaboration with Bandungwangi.

Special Events in Surabaya —sponsored by Artika

Event Title	Date	Description
<i>Promo KondoMania</i>	Apr 3	Promotional event at Kedungdoro in collaboration with Yayasan Abdi Asih.
<i>Promo KondoMania</i>	May 5	Promotional event at Darmo Park in collaboration with Yayasan Abdi Asih.

Special Events in Manado —sponsored by Artika

Event Title	Date	Description
<i>Promo KondoMania</i>	Apr 12	Promotional event at Regent Disco, Bitung in collaboration with Yayasan Peka.
<i>Promo KondoMania</i>	Apr 26	Promotional event at HG Disco, Manado in collaboration with Yayasan Peka.
<i>Promo KondoMania</i>	May 10	Promotional event at Regent Disco, Bitung in collaboration with Yayasan Peka.
<i>Promo KondoMania</i>	May 24	Promotional event at HG Disco, Manado in collaboration with Yayasan Peka.

SIMPLEX-SPONSORED EVENTS

Special Events in Jakarta —sponsored by Simplex

Event Title	Date	Description
<i>Discussing Sexual Relations and Health among the Young in the Third Millenium</i>	April 29	Talk show on campus with University of Indonesia students, featuring well-known sexuologist Dr. Naek L Tobing and sociologist Irwan M. Hidiyana
<i>Welcome to “No Free Sex” World</i>	May 17	Musical event and talk show organized by Trisakti University students featuring Paquita Wijaya (actress and AIDS activist), Cokelat, T Five, Japanese Heroes and Second Born. Attended by 300 students.
<i>Sex Asyik a la Buddhis</i>	Jun 1	Talk show on sexual behavior featuring Dr. Boyke Dian Nugraha (sexuologist) and Uttamo Thera (Buddhist priest). Organized by Pemuda Theravada Indonesia.

Special Events in Surabaya —sponsored by Simplex

Event Title	Date	Description
<i>Lomba Joged</i>	Apr 15	Promotional event with port labor workers in collaboration with Yayasan Prospektiv
<i>Promo KondoMania</i>	May 26	Promotional event at Darmo Park in collaboration with Yayasan Abdi Asih
<i>Promo KondoMania</i>	Jun 7	Promotional event at Dolly in collaboration with Yayasan Abdi Asih

Appendix D

ADVERTISING MATERIALS

TELEVISION

- 1) Gunakan Kondom Masuk Akal 'Kan? : Kapan Saja Di Mana Saja (15')
- 2) Gunakan Kondom Masuk Akal 'Kan? : Untuk Keadaan Darurat (15')
- 3) Gunakan Kondom Masuk Akal 'Kan? : Lebih Murah daripada Dokter (15')
- 4) Takkan Ada Lagi Hari AIDS Sedunia (15')
- 5) Artika Meoong (15'')
- 6) Simplex: Penting untuk Keluarga (15'')

PRINT ADVERTISING

- 1) Takkan Ada Lagi Hari AIDS Sedunia
- 2) There Will Be No More AIDS Day
- 3) Gunakan Kondom Masuk Akal 'Kan? : Kapan Saja Di Mana Saja
- 4) Gunakan Kondom Masuk Akal 'Kan? : Untuk Keadaan Darurat
- 5) Gunakan Kondom Masuk Akal 'Kan? : Lebih Murah daripada Dokter
- 6) Gunakan Kondom Masuk Akal 'Kan? : Lebih Murah Dari Pigi Pa Dokter
- 7) Gunakan Kondom Masuk Akal 'Kan? : Lebih Murah Timbangane Nang Dokter
- 8) Gunakan Kondom Masuk Akal 'Kan? : Kapan Ae Nang Di Ae

RADIO ADVERTISING

- 1) Use Condoms to Prevent AIDS campaign (11 versions)
- 2) World AIDS Day 1999 ad lib (11 versions)
- 3) Dangdut-house music jingle ("AIDS, AIDS, AIDS")
- 4) *Simplex* jingle

POSTERS

- 1) Takkan Ada Lagi Hari AIDS Sedunia
- 2) Gunakan Kondom Masuk Akal 'Kan? : Kapan Saja Di Mana Saja
- 3) Gunakan Kondom Masuk Akal 'Kan? : Untuk Keadaan Darurat
- 4) Gunakan Kondom Masuk Akal 'Kan? : Lebih Murah daripada Dokter
- 5) Artika Gold: Semakin Mesra... Ditanggung Meeong..

BROCHURES

- 1) Durex
- 2) Simplex

BANNERS

- 1) Simplex Black Panther
- 2) Durex: Bela Diri Memang Perlu

STICKERS

- 1) Gunakan Kondom Masuk Akal 'Kan? : Kapan Saja Di Mana Saja
- 2) Gunakan Kondom Masuk Akal 'Kan? : Untuk Keadaan Darurat
- 3) Gunakan Kondom Masuk Akal 'Kan? : Lebih Murah daripada Dokter
- 4) Durex: Bela Diri Memang Perlu (Horizontal/Vertical/Triangle)
- 5) Durex: "Bodyguard" Vital dari Akibat Fatal (Horizontal/Vertical/Triangle)
- 6) Durex: Perlindungan dari Kehamilan yang Tak Diinginkan (Horizontal/Vertical/Triangle)
- 7) Durex: Berani Buka-Bukaan, Berani Terbuka Soal Kondom Juga Dong (Horizontal/Vertical/Triangle)
- 8) Durex the International Name for Quality Condom
- 9) Durex Logo (Small, Medium, Large)
- 10) DuaLima Kualitas Baru
- 11) Simplex: Hindari AIDS – Penting untuk Keluarga (Red/Blue)
- 12) Simplex Logo
- 13) Artika: Semakin Mesra Meeong
- 14) Artika Gold: Semakin Mesra Meeong

WOBLERS

- 1) Durex: Bela Diri Memang Perlu
- 2) Durex: "Bodyguard" Vital dari Akibat Fatal
- 3) Durex: Perlindungan dari Kehamilan Tak Diinginkan
- 4) Durex: Berani Buka-Bukaan. Berani Terbuka Soal Kondom Juga Dong.

HANGING MOBILES

- 1) Gunakan Kondom Masuk Akal 'Kan? : Kapan Saja Di Mana Saja
- 2) Gunakan Kondom Masuk Akal 'Kan? : Untuk Keadaan Darurat
- 3) Gunakan Kondom Masuk Akal 'Kan? : Lebih Murah daripada Dokter
- 4) Durex: Bela Diri Memang Perlu
- 5) Durex: "Bodyguard" Vital dari Akibat Fatal
- 6) Durex: Perlindungan dari Kehamilan Tak Diinginkan
- 7) Durex: Berani Buka-Bukaan. Berani Terbuka Soal Kondom Juga Dong.
- 8) Artika: Semakin Mesra.... Ditanggung Meeong..!

BOOKLETS

- 1) Durex: Yang Perlu Kamu Tahu Tentang HIV/AIDS
- 2) Durex: Sex & Kamu
- 3) Durex: Yang Perlu Anda Tahu
- 4) Artika: Apa, Mengapa, Kenapa & Bagaimana Itu HIV/AIDS.

MUGS

- 1) Kampanye Sadar Kondom Bersama HAPP
- 2) Simplex: Penting untuk Keluarga

PEN

- 1) Simplex

WALL MIRROR

- 1) Simplex

TOWEL

- 1) Simplex
- 2) Artika

UMBRELLA

- 1) Durex
- 2) Artika

DISPLAY TRAY

- 1) Durex
- 2) Simplex

LIGHTER

- 1) Durex (Red, Orange, Blue, Green & Purple)

CLOCKS

- 1) Durex
- 2) Artika Gold: Semakin Mesra Ditanggung Meeong.

T-SHIRT/VEST/CAP

- 1) World AIDS Day 98/99 - Durex

Appendix E

LIST OF RESEARCH TITLES

HAPP FIRST PHASE

- 1) Attitudes to condom use. Qualitative: 4 FGDs among CSWs and CSE managers in Surabaya, January 1997. AMI
- 2) Baseline Study on Condom Use, Attitudes and Behaviors. Quantitative: 100 CSWs, 100 Clients, 45 CSE managers in Surabaya, March 1997, AMI.
- 3) Post Intervention Study. Repeat of above in June 1997. AMI.
- 4) Qualitative Post intervention Assessment. 4 FGDs among CSWs, Peer promoters, and CSE Managers, July 1997. AMI.
- 5) Store Check I: July 1997 in Jakarta and Surabaya. 350 stores. AMI.

HAPP SECOND PHASE

- 6) Store Check II: June 1998 in Jakarta, Surabaya and Manado. 475 stores. AMI
- 7) Qualitative Insight into CSW's and Male Client Condom Usage in Jakarta. Surabaya and Manado, October 1998. Consensus MBL.
- 8) Store check III: November 1999 in Jakarta, Surabaya and Manado, 500 stores. AMI.
- 9) Concept Pre-tests I: January 1999. Qualitative 28 FGDs in Jakarta, Surabaya, Manado among CSWs, Clients and the general public. February 1999. Repeat of above. 8 FGDs Jakarta. AMI.
- 10) The role of the middlemen: August 1999. Qualitative 4 FGDs among CSE-, Massage parlors-, Bar/Pub/Disco managers, and Hotel personnel. AMI.
- 11) Store Check IV: November 1999 in Jakarta, Surabaya and Manado. AMI
- 12) Knowledge Attitude and Practices of Sexually Active Men in Jakarta and Surabaya. Consumer profiling and segmentation study. May - June 2000. AMI.
- 13) Digitized Mapping of condom outlets, CSEs, STD Clinics and GPs, and NGOs in Jakarta and Surabaya + Store Check in Jakarta, Surabaya and Manado. May - June 2000. AMI.

Appendix F

TRAINING WORKSHOPS AND PRESENTATIONS

TITLE VENUE DATE	ORGANIZER	PARTICIPANTS	FUTURES' ROLE
Jakarta 22-24 March 1999 <i>Peer Educators Training Workshop</i>	IAKMI	16 waria peer educators	Facilitated session on condom use and negotiation promoting project condom brands.
Cipanas, 17-19 June 1999 <i>Salesmanship Training for Task Force</i>	FUTURES & RNI	22 participants Artika Task Force & RNI Salesman	Provided consultants Mayun Pudja, Marihot and Mohamad Slamet as trainers. The curriculum included self motivation, sales career, team building, psychology of selling, team creativity, merchandising success, merchandising simulation, retail distribution, and self assessment, HAPP project, advertising campaign, NGO activities and dynamics of the sex industry.
Surabaya, July 12-16, 1999 <i>IEC Development Training</i>	HAPP	HAPP implementing agencies and KPAD	Provided input on the development of the HAPP CSM mass media campaign.
Manado, July 26-30, 1999 <i>IEC Development Training</i>	HAPP	HAPP implementing agencies and KPAD	Provided input on the development of the HAPP CSM mass media campaign.
Jakarta, August 2-6, 1999 <i>IEC Development Training</i>	HAPP	HAPP implementing agencies and KPAD	Provided input on the development of the HAPP CSM mass media campaign.
Yogyakarta, August 23-27, 1999 <i>Condom Negotiation Training</i>	PKBI-Lentera	Sex workers, waria, outreach workers	Provided resource materials and free samples of project brands.
Cipanas, September 20-25, 1999 <i>National Workshop To Respond To The Drug Problem In Indonesia</i>	PCI & KerlipNAZA	120 representatives of government agencies, NGOs, professionals	Served as moderator and resource person on IEC development and social marketing. The workshop was organized as a community initiative to provide inputs to the government and donor agencies on drug problems in Indonesia.
Kuala Lumpur, October 20-25, 1999 <i>Fifth International Congress on AIDS in Asia and the Pacific</i>	Malaysia AIDS Council	Approximately 4000 participants from the region	Presented paper titled <i>Creating Culturally Appropriate Messages for a Mass Media Condom Campaign in North Jakarta, Surabaya and Manado/Bitung</i> .

TITLE VENUE DATE	ORGANIZER	PARTICIPANTS	FUTURES' ROLE
Surabaya, November 10, 1999 <i>Socialization of Condoms as an Alternative to Prevent the Spread of STD's and HIV/AIDS,</i>	Airlangga University	500 students	Although the seminar was not a FUTURES-supported event, we provided Consortium brand condom samples and IEC/POS materials and arranged an optional visit to the Dolly lokalisasi area, where Yayasan Abdi Asih organized a "road show" (in conjunction with our promotional activity) at Wisma Bara Bintang. Approximately 300 people attended the event.
Jakarta, November 17, 1999 <i>Campaign Development Workshop</i>	HIV/AIDS and STD Prevention Care and Project	NGOs, school and youth groups	Seminar organized in conjunction with World AIDS Day. Shared insights on the HAPP CSM campaign development. Provided inputs on developing appropriate campaigns based on their needs.
Jakarta, January 17-21, 2000 <i>Rapid Assessment and Response (RAR) among Drug Users</i>	WHO, USAID/FHI, AUSAID, Ford Foundation, PATH, UNAIDS	27 participants from 8 cities	WHO requested the assistance of FUTURES/Danny Yatim, who has understanding of research as well as substance abuse and its terminology, to translate for the international resource persons and participants. The RAR will assist the government in identifying the extent of the drug use problem in relation to HIV/AIDS.
February 18, 2000 <i>Refreshing Training for Outreach Workers</i>	IAKMI	12 waria peer educators	Served as resource person to talk about condom distribution; was accompanied by representatives of the Consortium task forces.
Tangerang, March 15, 2000 <i>Presentation of CSM program</i>	IALF	25 participants of the Indonesia Australia Specialized Training Program.	Assisted PT Vonix Latexindo in presenting their involvement in the HAPP CSM program at their factory.
Makassar, March 30-31, 2000 <i>Workshop to Develop Intervention Strategies for Sex Worker's Clients</i>	Indonesia HIV/AIDS and STD Prevention and Care Project Indonesian HIV	NGO's from Makassar, Surabaya, and Bali, HAPP, WHO, PT Freeport Indonesia, and FUTURES.	The purpose of the workshop was (a) to identify feasible interventions and develop strategic plans for the future in each province within the framework of regional collaboration, and (b) to develop advocacy plans by involving private sector

TITLE VENUE DATE	ORGANIZER	PARTICIPANTS	FUTURES' ROLE
Jakarta, April 11, 2000 <i>Presentation of CSM program</i>	IALF	25 participants in the Indonesia Australia Specialized Training Project.	Gave a 2-hour presentation on (a) HAPP CSM program (b) developing a mass media campaign, and (c) developing a public relations program for HIV prevention.
Jakarta, June 6, 2000 <i>HAPP CSM Program- Lessons Learned Seminar</i>	FUTURES	Approximately 60 participants from partner agencies	Presentations on research results (Robby Susatyo), results and contributions of the HAPP CSM component (Danny Yatim), condom demand and sustainable marketing (Jack Molyneaux, RAND), and lessons learned about public-private partnership and sustainability (Reed Ramlow).

Appendix G

PHOTOGRAPHS

Appendix H

HAPP CSM LESSONS LEARNED SEMINAR PRESENTATIONS

Appendix I

HAPP CSM LESSONS LEARNED SEMINAR

PARTICIPANT COMMENTS

COMMENTS AT THE HAPP CSM LESSONS LEARNED SEMINAR – JUNE 6, 2000

(Not in order of presentation)

DR ADI SASONGKO - YKB

1. Does this program deal with policy? Not much has been done for policy change. For example: the government (MOH and KPAD) is still ambiguous in their stand on the “condom with pores” issue or the 100% condom policy use in the brothels. It should be the government’s role – particularly MOH and KPAD - to clarify such controversies.
2. Experience from Makassar: condoms are supplied by the management and sold to the sex workers. The sex worker in turn sells it to the customer. Sutra is sold at the price of Rp 2.000,-. So it does not really benefit the sex workers.
3. Free or subsidized condoms should be made available to street sex workers, but commercial ones may be marketed in the lokalisasi or other middle to upper class establishments.
4. If condoms are sold to cigarette kiosks, we should also look at storage issues, since condom quality may change when exposed to sunlight. Could condom manufacturers monitor this after marketing their products?
5. Response: Most warungs in the red light districts are open in the evening and thus are not exposed to sunlight. However storage issues have been our concern too.
6. Marketing has increase condom use. Condom promotion should be targeted for STD prevention. Most men feel more vulnerable to STD than HIV. However, many of them tend to use antibiotics and not condoms (treatment vs. prevention). Has there been any study done o compare the costs and benefits of using condoms or antibiotics to treat STDs?

DR. RUNIZAR RUSIN - HAPP

1. Bangladesh has the highest number of condom users for family planning. Could you comment on that?
2. There was a study done by YLKI (Indonesian Consumers Foundation) which indicate that local brands are of good quality.

3. Response: that study was done in 1996; some brands no longer available; besides checking quality, YLKI also checked whether information provided (labels; expiry date; instructions) were user-friendly to the Indonesian consumer

DR CHAWALIT NATPRATAN-- UNAIDS

1. Subsidized condoms do not increase condom use, but it does show the concerns of the government towards HIV infection. Good quality and low price will make people use condoms
2. Predisposing factors: people need to assess own risk behavior, then they will start using condoms. "Scare tactics" had been one way to motivate people in Thailand
3. What about quality assurance? Is that included in the program? There should be pre- as well post-marketing quality control of condoms. E.g. how do the outlets store the condoms?
4. This CSM program is a high-risk approach. Programs should not only be targeted towards certain groups as this may stigmatize them. Perhaps you could focus on high-risk groups but on high-risk behaviors. There are other ways that transmission can occur, such as mother-to-child. There should be a program on casual sex and not just commercial sex.
5. After knowledge, comes attitude, and then skills to use condoms correctly. Has this been addressed in the program? (Response: yes, but probably not enough to reach a wide range of audience at this point. This is also addressed through condom fact sheets to the media and NGOs and condom negotiation skills training).
6. Besides social marketing of HIV prevention, one should also think about harm reduction for IDUs.

RICHARD MAKALEW - UNFPA

1. UNFPA is interested in getting access to the digitized map, because they have a program in West Jakarta.
2. Expiry date should not only be on the condom box, but also on the foil itself.

LAURIKE MOELYONO – PKPM ATMA JAYA

1. Data on street children should be included in the digitized map because they are also vulnerable to HIV/AIDS and STD.
2. There were recent newspaper articles on condom brand competition. It was mentioned that 65% men are using Sutra. This is a good indication that there is an increase in condom use. (Response: 65% is the market share, not number of condom users)
3. Perhaps other brands can learn from the marketing strategies of Sutra?

SON RAMADIR – PT RNI

1. Condom subsidy should not be given to one brand only, but to all brands, especially for promotion in line with HIV prevention programs.

Appendix J

KNOWLEDGE, ATTITUDES AND PRACTICES IN CONDOM USE

Appendix K

**FINAL CONDOM STORE CHECK IN JAKARTA, SURABAYA AND
MANADO—YEAR 2000**